

Amendments to the Claims:

1. (Currently Amended) A ~~computer-implemented~~ method for providing an integrated electronic list of providers, comprising the steps of:

~~a processor determining~~ identities of at least one online provider ~~for an of an~~ item;

~~a processor determining~~ identities of at least one ~~offline brick and mortar~~ provider ~~for the of the~~ item;

~~a processor integrating, by a first computer system, the~~ identities of the at least one online provider with the identities of the at least one ~~offline brick and mortar~~ provider ~~into to provide an integrated list of providers for the of the~~ item; and

transmitting the integrated list of providers of the item from the first computer system to a user device, wherein the identities of the at least one online provider are distinguished from the identities of the at least one brick and mortar provider in the provided integrated list

~~a processor distinguishing online providers from offline providers in said integrated list;~~

~~a processor providing comparison information about online and offline providers of selected products and services, wherein said comparison information includes:~~

~~user reviews;~~

~~electronic wallet comparison;~~

~~return policy comparison;~~

~~in-store return and pickup policies of online purchases; and~~

~~promotions and coupon availability information;~~

~~wherein, responsive to a determination of when the request is for a desired geographical area, a user may choose one of several target locations, which have been previously created and stored; and~~

wherein, ~~responsive to a determination of when the request is for a predetermined proximity to a target location, the user may choose a radius for said target location.~~

2. (Cancelled)

3. (Currently Amended) The ~~method~~apparatus of Claim 30, wherein the request is ~~for~~for product information includes an indication of a requested product category.

4-6. (Cancelled)

7. (Currently Amended) The method of ~~Claim 4~~Claim 26, wherein the comparison information ~~further comprises~~includes price comparison information.

8. (Currently Amended) The method of ~~Claim 4~~Claim 26, wherein the comparison information ~~further comprises~~includes rating comparison information.

9. (Cancelled)

10. (Currently Amended) The method of ~~Claim 4~~Claim 26, wherein the comparison information ~~further comprises~~includes availability comparison information.

11. (Currently Amended) The method of ~~Claim 4~~Claim 26, wherein the comparison information ~~further comprises~~includes special promotion comparison information.

12. (Cancelled)

13. (Cancelled)

14. (Currently Amended) The method of Claim 1, further comprising:
providing comparison information about regarding at least two offline-brick and mortar providers to the user device.

15-17. (Cancelled)

18. (Currently Amended) The method of Claim 14, wherein the comparison information ~~further comprises~~ includes coupon-availability information.

19. (Currently Amended) The method of Claim 14, wherein the comparison information ~~further comprises~~ includes information related to a proximity to the at least two offline-brick and mortar providers.

20. (Currently Amended) The method of Claim 14, wherein the comparison information ~~further comprises~~ includes directions to the at least two offline providers.

21. (Cancelled)

22. (Currently Amended) A ~~computer-computer-readable~~ storage medium having instructions stored thereon that, if executed by a computing device, cause the computing device to perform operations embodying a method for providing an integrated electronic list of providers to a user device, ~~the method comprising the steps of operations comprising:~~

determining identities of at least one online provider for an item;

determining identities of at least one offline-brick and mortar provider for the item;

integrating the identities of the at least one online provider with the identities of the at least one offline provider to provide into an integrated list of providers for the item;

and

transmitting the integrated list of providers to the user device, wherein the identities of the at least one online provider are distinguished from the identities of the at least one physical provider in the provided integrated list

~~distinguishing online providers from offline providers in said integrated list;
providing comparison information about online and offline providers of selected products and services;~~

~~, wherein said comparison information includes:~~

~~user reviews;~~

~~electronic wallet comparison;~~

~~return-policy comparison;~~

~~in-store return and pickup policies of online purchase; and~~

~~promotions and coupon availability information;~~

~~wherein the determining steps follow a request for a product;~~

~~responsive to a determination of when the request is for a desired geographical area, a user may choose one of several target locations, which have been previously created and stored;~~

~~responsive to a determination of the request is for a predetermined proximity to a target location, the user may choose a radius for said target location.~~

23-25. (Cancelled)

26. (New) The method of claim 1, further comprising:
providing comparison information regarding the at least one online provider and the at least one brick and mortar provider to the user device.

27. (New) The method of claim 26, wherein the comparison information includes:

user reviews;

electronic wallet comparison information;

return-policy comparison information;

in-store return and pickup policies of online purchase; and
promotions and coupon availability information.

28. (New) The method of claim 1, further comprising:
determining whether a request for an integrated list is associated with a target geographical area; and
providing the integrated list based on the determination of whether the request for the integrated list is associated with the target geographical area.

29. (New) The method of claim 1, further comprising:
determining whether a request for an integrated list is associated with a proximity to a target geographical location; and
providing the integrated list based on the determination of whether the request for the integrated list is associated with the proximity to the target geographical location.

30. (New) An apparatus for providing an integrated electronic list of providers, comprising:
a processor; and
a memory that stores at least:
one control program usable by the processor to provide the integrated electronic list of providers, and wherein the apparatus is configured to:
receive a request for product information, the request including an indication of a product or a product category;
determine an identity of an online provider of the product or of products from the product category;
determine an identity of a brick and mortar provider of the product or of products from the product category;
integrate the determined identity of the online provider with the determined identity of the brick and mortar provider into an integrated list of providers; and

transmit the integrated list of providers to a user device, wherein, in the provided integrated list, the determined identity of the online provider is distinguished from the determined identity of the brick and mortar provider.

31. (New) An apparatus for providing an integrated electronic list of providers, comprising:

means for determining identities of at least one online provider of an item;

means for determining identities of at least one brick and mortar provider of the item;

means for integrating, by a first computer system, the identities of the at least one online provider with the identities of the at least one brick and mortar provider into an integrated list of providers of the item; and

means for transmitting the integrated list of providers of the item from the first computer system to a user device, wherein the identities of the at least one online provider are distinguished from the identities of the at least one brick and mortar provider in the provided integrated list.